

## Spotlight

On the one hand, spoilt-for-choice, switched-on, wired-to-the-teeth consumers are more demanding, knowledgeable and in control than ever, wallowing in conspicuous consumption and unrivalled choice, and making or breaking new products and services the moment they hit the shelves.

On the other hand, that same avalanche of choice, the abundance of high quality MASS CLASS goods, the mind boggling number of variations, brands, flavours, and God knows what, is driving those very same, often time-starved consumers into the arms of a new breed of 'curators' and editors, who pre-select for them what to buy, what to experience, what to what to wear, what to read, what to drink and so on. (Curator n. He or she who manages or oversees a museum collection or a library.) CURATED CONSUMPTION is behind magazines morphing into catalogues, which then morph into eclectic

stores, it's behind DJs, restaurant critics, opinionated bloggers, and rap stars giving consumers access to their playlists, their cribs, their top 10 lists. And let's not forget celeb designers cooperating with retail chains, hand-picking NO FRILLS CHIC collections; Amazon reviewers; gay lifestyle gurus; and self-help TV personalities.

It also explains why shops increasingly look like museums, art galleries, and antique stores: consumers these days may end up in someone's loft, apartment or office when looking for something with a seal of approval, but also something with soul, with character, with stories attached to an edited-down, manageable number of choices. Which is of course why CURATED CONSUMPTION fits so well with other current key business and marketing concepts like 'story telling', 'character', 'authenticity' and 'discovery'.

Source: TRENDWATCHING.COM



## Craft Development Institute, Srinagar

August 2004

# News

## A New Beginning....

The Craft Development Institute, Srinagar, is an autonomous Institute established by the office of Development Commissioner - (Handicrafts) Ministry of Textiles, Govt. of India and the Department of Industries & Commerce (Directorate of Handicrafts) Govt. Of Jammu & Kashmir.

The CDI, has been set up with the objective of pursuing integrated development of the handicraft sector, other skill based economic activities and small & medium enterprises in the region.

The institute is a key part of network of organisations and other institutions of this region, involved in academic & practical research and implementation in order to develop J&K State as a whole, by generating employment, enhancing traditional skills and building relevant knowledge resources.

The Institute formally commenced functioning in February 2004. It is managed by an Executive Committee headed by the Principal Secretary (Industries & Commerce) Govt. Of Jammu & Kashmir.

The Newsletter from CDI, is a monthly feature, the present edition being the first, to update on the activities and initiatives of the Institute.

## Short Term Courses for Artisans & Industry

As a part of its activities, the Institute organises short courses for artisans, manufacturers and entrepreneurs. These programmes are usually for a duration of 7 to 15 days and are offered from time to time. The programmes are conducted by leading professionals experts from industry or reputed institutions.

Since March 04, the Institute has organised two short term courses in the areas of "Furniture Design" and "Entrepreneurial Development". The programmes were attended by individuals from mixed backgrounds of artisans, traders, manufacturers & entrepreneurs.

The programme on furniture design was conducted by Mr. J A Panchal & Mr. LC Ujjawne, who have long term association with the National Institute of Design, as Senior Faculty members.

The course contents focused on typical production & design related issues in modern wood based furniture.

The entrepreneurial Development programme was conducted by Mr. Darshan & Ms. Garima Bhatt who are professional experts in the area of marketing management & merchandising. Mr. Darshan Bhatt is the CEO of a well established firm called Creatnet Services Ltd. New Delhi, which provides sourcing expertise to overseas buyers seeking goods from India.

The contents of the course included market networking & sourcing, direct marketing, distribution & supply - chain fundamentals, international market trends and sourcing & promotion through internet.

Stackable design of a chair



## Product innovation through Design

Several design & training workshops are being organised by the Institute in different handicraft areas. These workshops have been sponsored by the office of DC - (H), Ministry of Textiles, Govt. of India. The workshops provide skill up-gradation, training and product innovation to the artisan community engaged in production & trade of handicraft products. The workshops are conducted by professional designers and documented in terms of process development.

The Institute has coordinated 3 such workshops since July 04 in the areas of Paper Mache, Copperware & Willow Wicker. 10 more workshops in various areas are scheduled in the current financial year of 2004 - 05.

As a follow up work over these workshops, CDI has networked with Dastkar, a Delhi based NGO providing development & marketing support to the handicraft sector. Dastkar has agreed to extend shelf space in its fairs & exhibitions for the new products developed in such workshops.

Upper: Jugs in copperware

Lower: T-Light holders in paper mache



## Protection of Traditional Knowledge & Brand Building for Kashmir Handicraft

CDI is working on a project proposal to undertake an exercise towards protection of "Traditional Knowledge" related to the handicrafts of Jammu & Kashmir. The proposal is in response to the interest expressed by the Kashmir Chamber of Commerce & Industries in initiating this task.

The need for this project has been increasingly felt due to several negative factors & unfair practices in the production and trade of handicraft products. Such practices are now extensively followed and detrimental to the handicraft sector at large which is mostly perceived by the purity of ingredients in terms of raw materials, sophistication of technique and quality of craftsmanship.

The challenge of the project is to create alternative methods which will constitute firm foundation to with-stand the emerging competition & threats to handicrafts, imposed by look - alike machine made products, unrecognisable adulteration in raw materials, misuse of "associative value" perceptions and similar produce from other countries.

Subsequently, to begin building a brand for Kashmiri handicrafts, it is essential that development of appropriate methods and processes of protection of Geographical Rights, Design Rights and Intellectual Property Rights are systematically addressed.

The approach would be to first identify, the extent of such knowledge, of which could be recognised as "Traditional Knowledge" or TK as it is globally known and then searched for solutions in terms of appropriate legal mechanisms which can be instrumental in protecting this TK.

Once legally defined and protected, the documentation of TK will become the core reference for hallmarking and evolving a brand identity of Kashmiri Handicrafts.

## News in brief

### Integrated Design & Technical Training Workshops

CDI has received a grant in aid for the following projects from DC - (H):

- Design intervention for product innovation in context of souvenir based market.
- Production led design development of wood based traditional furniture.

Both the above projects are expected to commence by September 04. CDI will be interested in seeking support and possible tie ups with related industry to collaborate in the implementation of these projects.

### Tailoring Workshop & Training

CDI is setting up a tailoring workshop to impart related training. The training will focus on pattern making, stitching & finishing related to apparel production. The first course is being organised in collaboration with NIFT New Delhi and is expected to commence in September 04.

### Information Resource Cell

A Resource Cell is being created at the Institute which shall organise and manage relevant information related to design, materials, technology & markets

Work is in progress to develop a digital based directory of exporters & importers of handicraft.

### Curriculum Development for Design Training Centers

The Institute is working over developing a fresh curriculum for the handicraft training centers which are managed by the Directorate of Handicrafts, Govt. of Jammu & Kashmir.

The curriculum suggests a shift in focus on evolving entrepreneurial skills together with the present objective of developing specific craft based skills among aspiring & fresh artisans.

### Networking with EPCH, New Delhi

CDI, in collaboration with J&K EDI, organised an initiative towards integrated international marketing of J&K Handicrafts, with EPCH, New Delhi

EPCH has proposed to work with established entrepreneurs, provide design assistance and collectively showcase the new product range at international trade fairs.